



FOR IMMEDIATE RELEASE

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Highmark West Virginia donates thousands of face masks to the WV Bureau of Senior Services as well as United Way Agencies

Donation benefitting senior centers and community organizations is part of Highmark's 1.3 million face mask initiative

PARKERSBURG, W. Va. (September 22, 2020) – As part of its ongoing initiative to help West Virginians during the COVID-19 pandemic, Highmark West Virginia donated 15,000 masks to the WV Bureau of Senior Services as well as United Way Agencies throughout the state.

"Highmark remains committed to keeping those who do so much for our communities safe and healthy during the ongoing pandemic," said Jim Fawcett, president of Highmark West Virginia. "These organizations do so much for their communities, and we want to make sure that they are able to continue their operations safely."

Organizations selected for the donation received a predetermined number of face masks based on their size of the group. Highmark WV is also sending masks to seniors enrolled in Highmark's Medicare Advantage product, as well as group clients.

Earlier this year, Highmark Inc. and the Highmark Foundation announced \$307,000 in grants to organizations focused on helping people in need throughout West Virginia during the COVID-19 pandemic including three food banks, as well as community-based health care organizations focused on strengthening their capacity to serve those who are uninsured and underserved in West Virginia.

In response to the COVID-19 pandemic, Highmark Health Plan has taken many proactive measures through coverage expansions, increased options to access to care, support for its communities, providers and customers, and by providing resources to access help and information to ensure that our members, employees and communities are safe and can continue to receive care. Initially, Highmark expanded benefits to cover telehealth and

inpatient, in-network COVID-19 treatment with no cost-sharing and has now extended that until December 31.

To support those affected by the pandemic, Highmark dedicated a web site (highmarkanswers.com) to answer questions and provide insight to the community and launched a stream of podcasts to assist in understanding issues surrounding COVID-19. Highmark also committed \$2 million in grants to food insecurity, safety net providers and COVID-19 relief organizations throughout Pennsylvania, West Virginia and Delaware.

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About Highmark Blue Cross Blue Shield West Virginia

Highmark Blue Cross Blue Shield West Virginia serves approximately 246,000 members through the company's health care benefits business and hundreds of thousands of additional members through the BlueCard® program. Highmark Blue Cross Blue Shield of West Virginia holds the largest share of the commercial market, and more West Virginians carry a Blue Cross Blue Shield card than any other insurance carrier in the state. With offices in Parkersburg, Charleston and Wheeling, Highmark West Virginia employs more than 700 people and serves as a key economic driver in the state with its total economic impact reaching \$262 million.